

Media Guide 2026



STAR ALLIANCE 

 **SWISS**

Table of contents

SWISS Magazine	5	Online advertising	15
Seat pocket brochure	7	Booking confirmation	16
SWISS Video Magazine	8	Check-in confirmation	17
Inflight entertainment pre-roll commercial	9	SWISS Connect	18
Boarding pass	10	Data-based banner ads	19
SWISS Lounges	11	Data-based video ads	22
Screens	13	Terms and conditions	23
Exhibition areas	14	Contact	24



Facts and figures

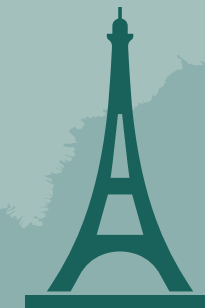
18 million
passengers

opted for SWISS quality in 2025



North America

96 weekly connections to
10 destinations in
2 countries



Europe

1,351 weekly connections to
84 destinations in
33 countries



Middle East

23 weekly connections to
3 destinations in
3 countries



Africa

19 weekly connections to
4 destinations in
4 countries



Asia-Pacific

50 weekly connections to
8 destinations in
7 countries



South America

7 weekly connections to
2 destinations in
2 countries

Explore our destinations on [swiss.com](https://www.swiss.com) ↗

Your advertising options

Highlight your brand with premium advertising placements at different touchpoints throughout a passenger's journey.



Journey planning

Booking confirmation

Check-in confirmation

Data-based banner ads

Data-based video ads

SWISS Magazine

Data-based Instagram & Facebook ads



At the airport

Screens

Exhibition areas

Boarding pass

SWISS Magazine



On board

SWISS Video Magazine

Inflight entertainment pre-roll commercial

SWISS Magazine

Seat pocket brochure

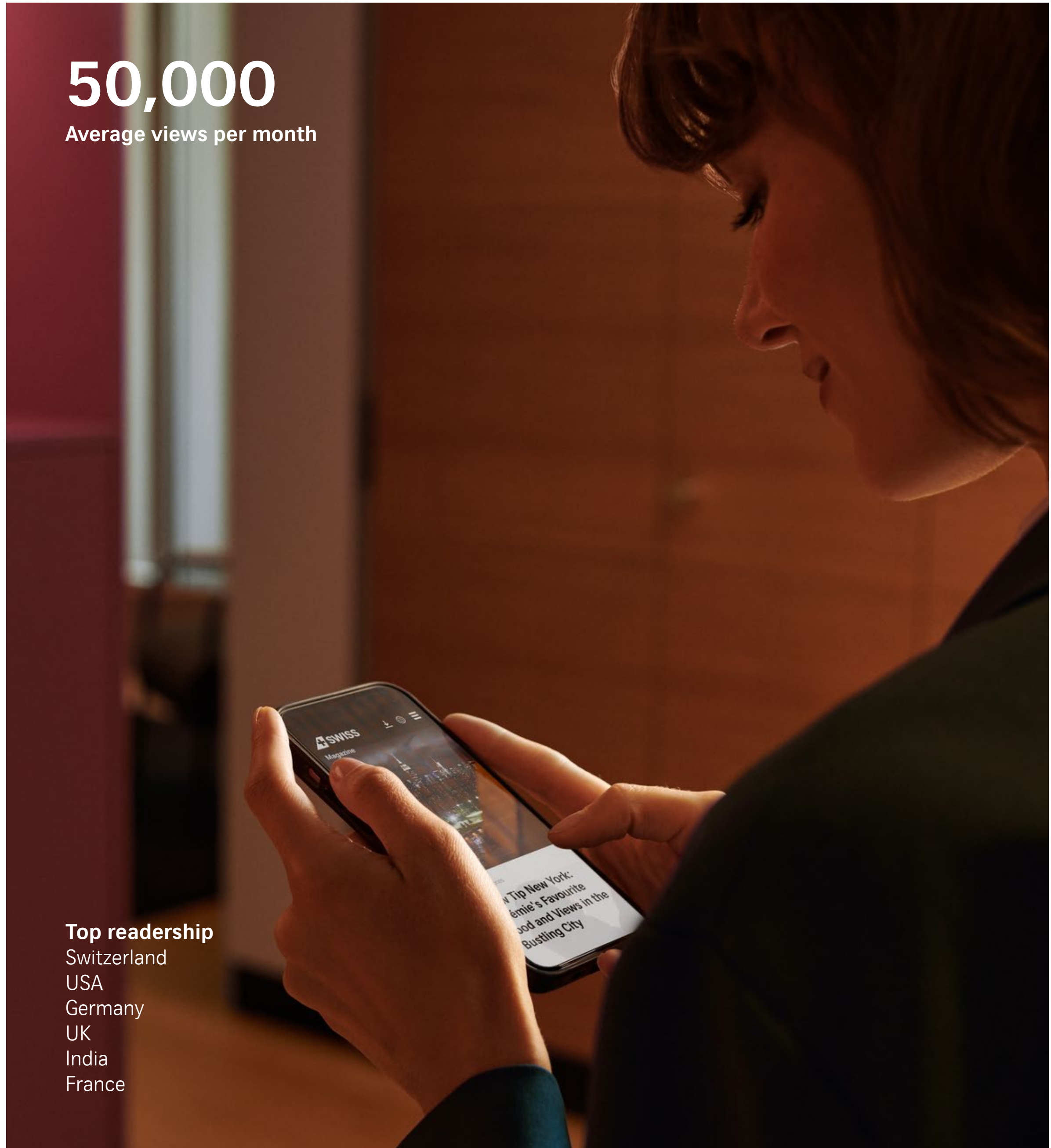
SWISS Connect

SWISS Magazine

SWISS Magazine is available digitally and can be read online anywhere and at any time, allowing you to reach an exceptional, modern audience. Thanks to the offline reading feature, a selection of articles can be downloaded before departure and read on a personal device once the reader is airborne. With Wi-Fi on board long-haul aircraft, SWISS Magazine is available to all passengers throughout the flight.

Our digital platform consistently entertains passengers and travelers all over the world with inspiring stories about travels to destinations near and far, contributes exciting experiences about lovely Switzerland and offers behind-the-scenes looks at the fascinating world of SWISS.

swiss.com/magazine ↗



50,000
Average views per month

Top readership
Switzerland
USA
Germany
UK
India
France

Tip New York:emie's Favourite Spot and Views in the Busting City

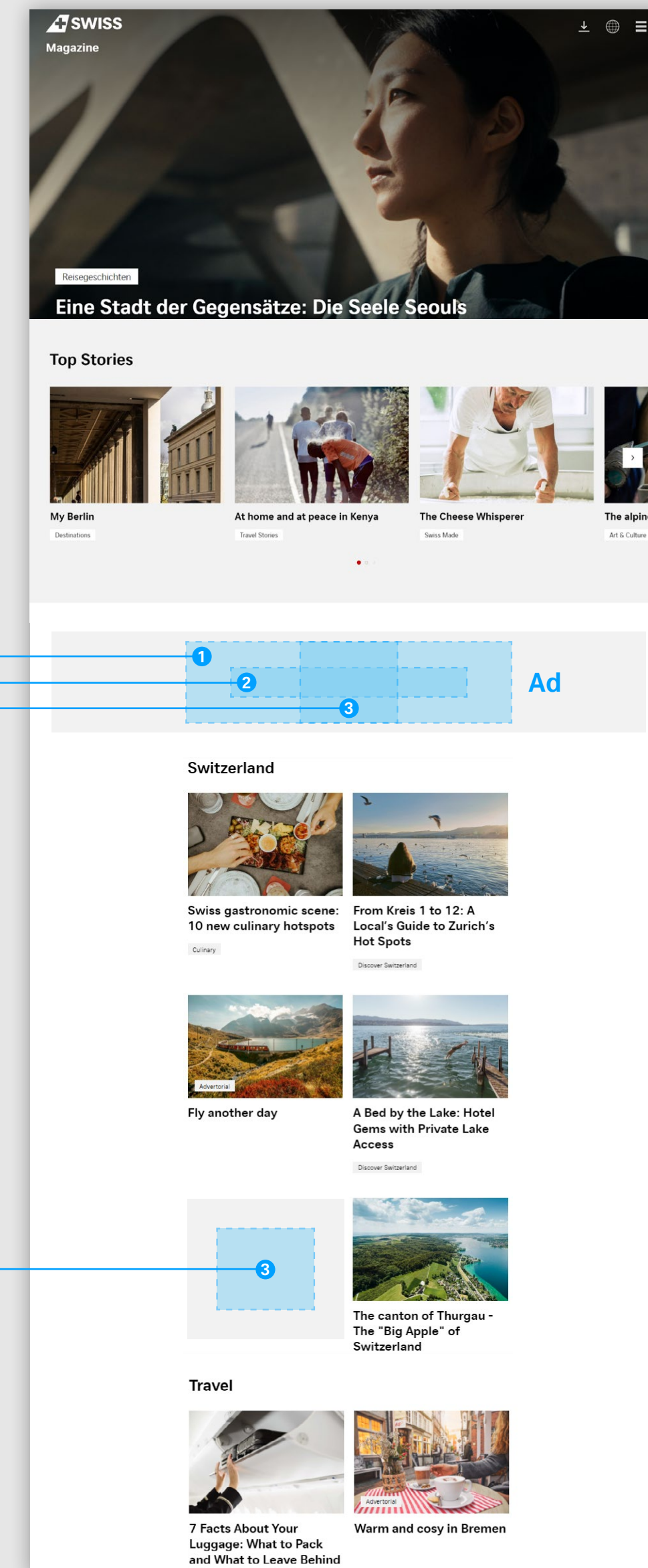
SWISS Magazine

Take this opportunity to present your brand and message to a premium digital audience in SWISS Magazine.

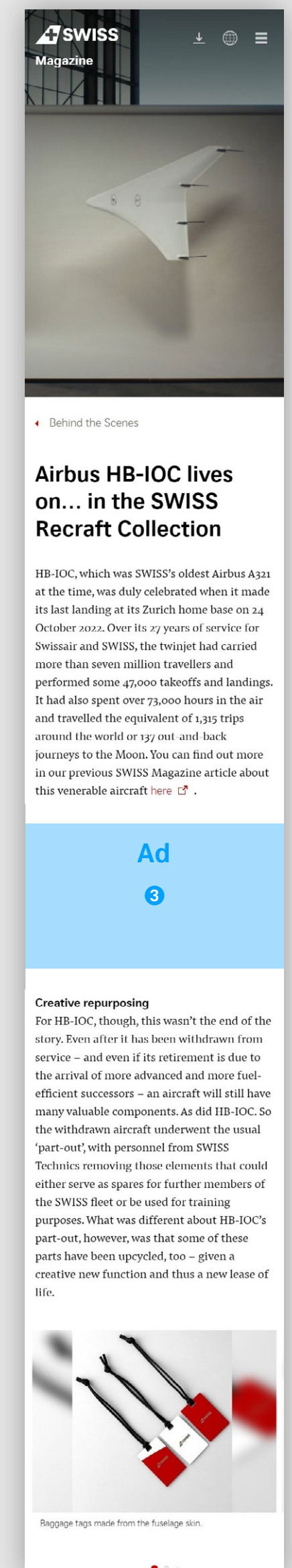
Our most popular offers

	Premium	Advertorial
Ad format	1, 2 and 3	Advertorial on- and offline
Placement	Random slot in overview, article and download ad	Random advertorial spot in overview
Duration	3 months	3 months
Price CHF	15,000	12,000

swiss.com/magazine ↗



Website (desktop view)



Article (mobile view)

Seat pocket brochure

Increase your brand's visibility by placing it in our seat pocket brochures. Maximize your exposure to SWISS passengers with our one-page brochures available in every seat pocket on long-haul and short-haul flights.

Advertising details

Placement type	Contacts	Duration*	Price CHF
Short-haul, front side	6,900,000	6 months	22,000
Long-haul, front side	2,000,000	6 months	14,900

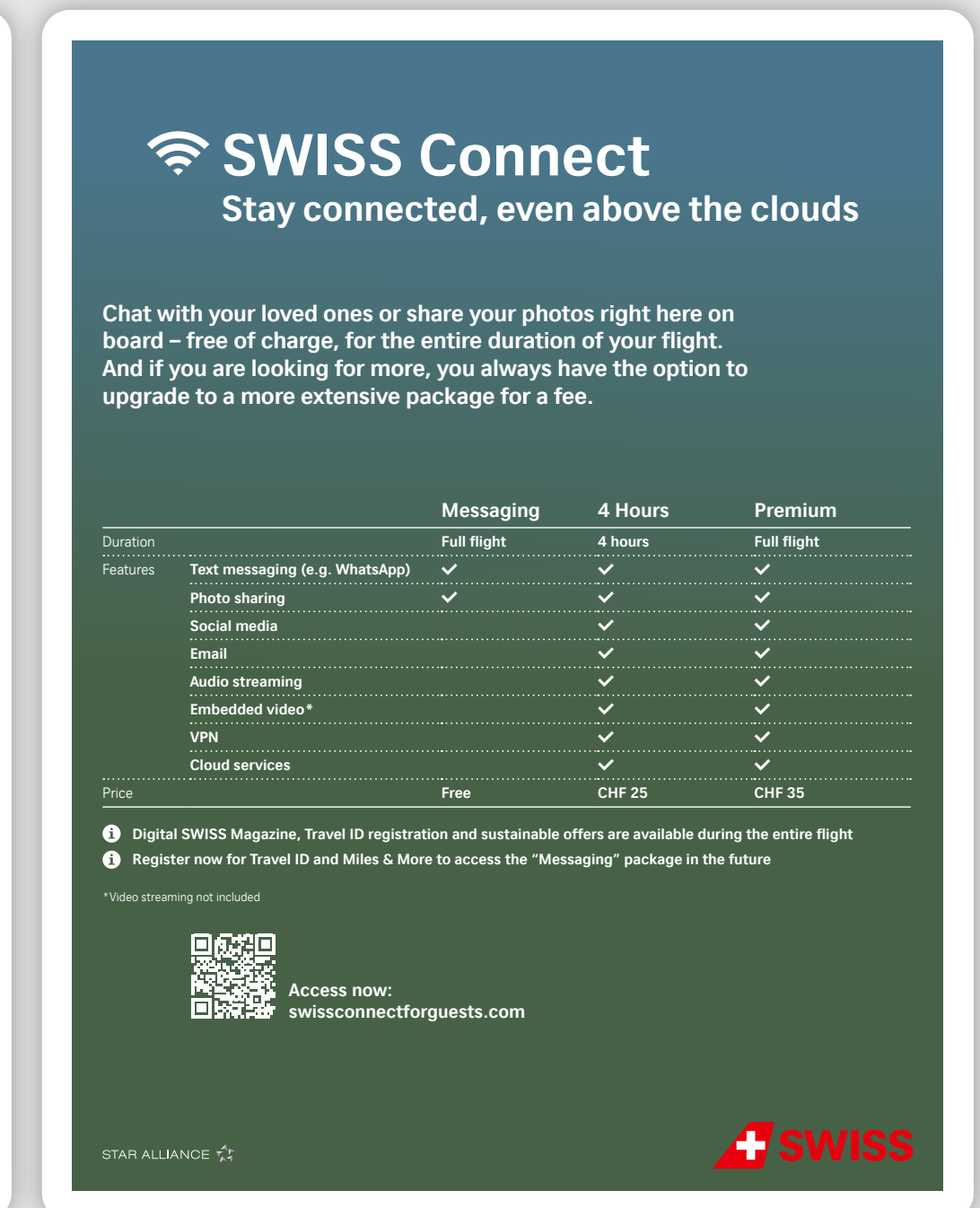
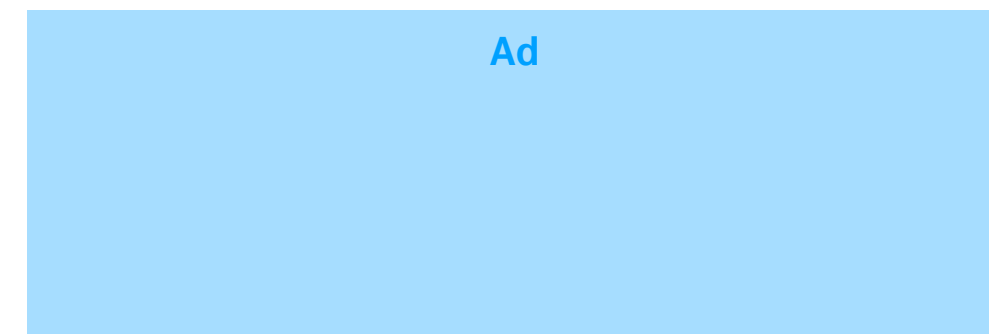
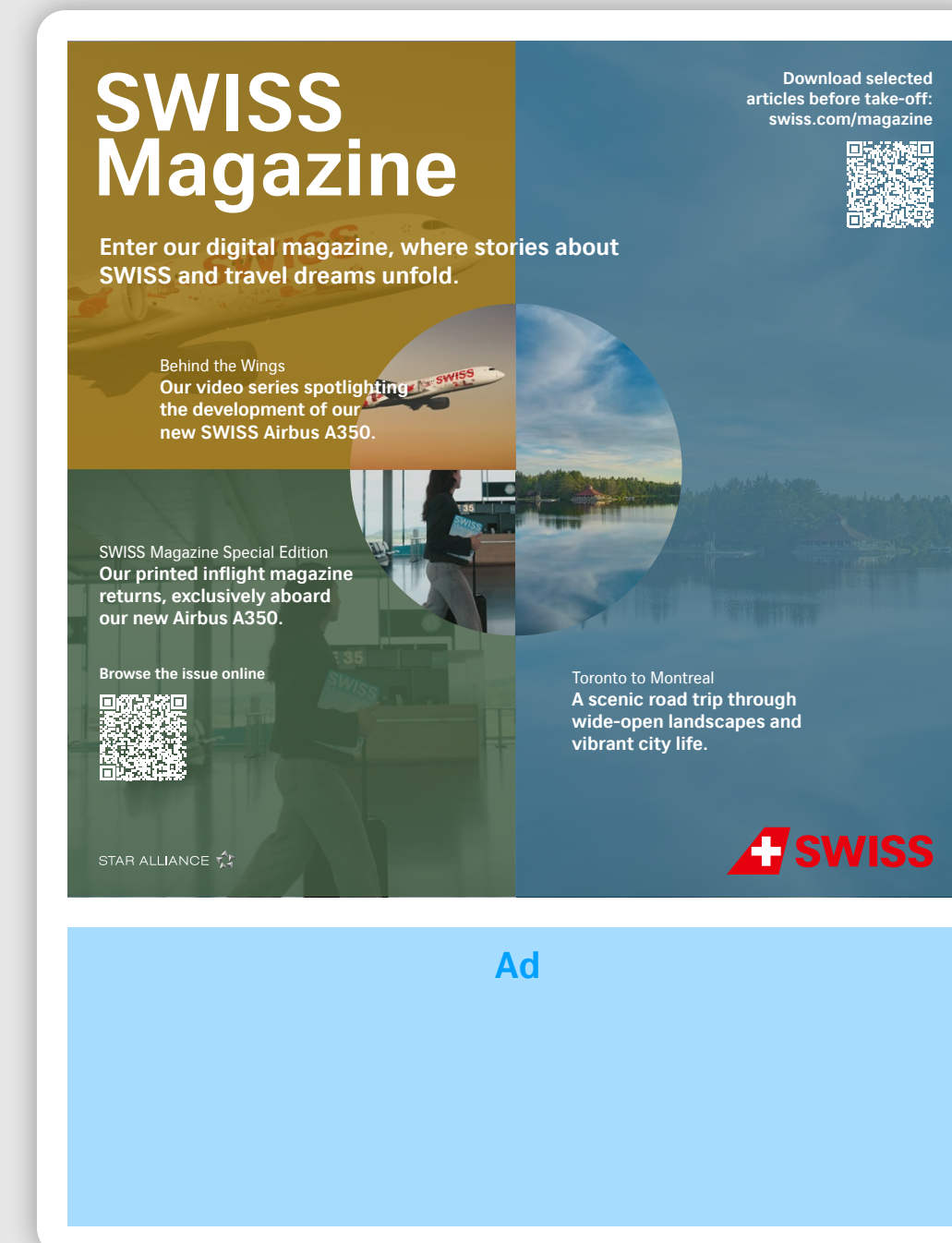
Packages

Placement type	Duration*	Price CHF
Short-haul + long-haul	6 months	35,000

*Next publication: 15 July–14 December

Specifications

Size	187 × 62 mm	Booking confirmation	6 weeks before publication
Format	HQ PDF, CMYK	Motif release	5 weeks before publication
Language	English	Submission date	4 weeks before publication



SWISS Video Magazine

Advertise your brand where customers have the time to really take it in. The after take-off video is a highly visible platform that distributes helpful information concerning the guest's flight journey with SWISS. Seize this excellent opportunity to showcase your commercial spot.

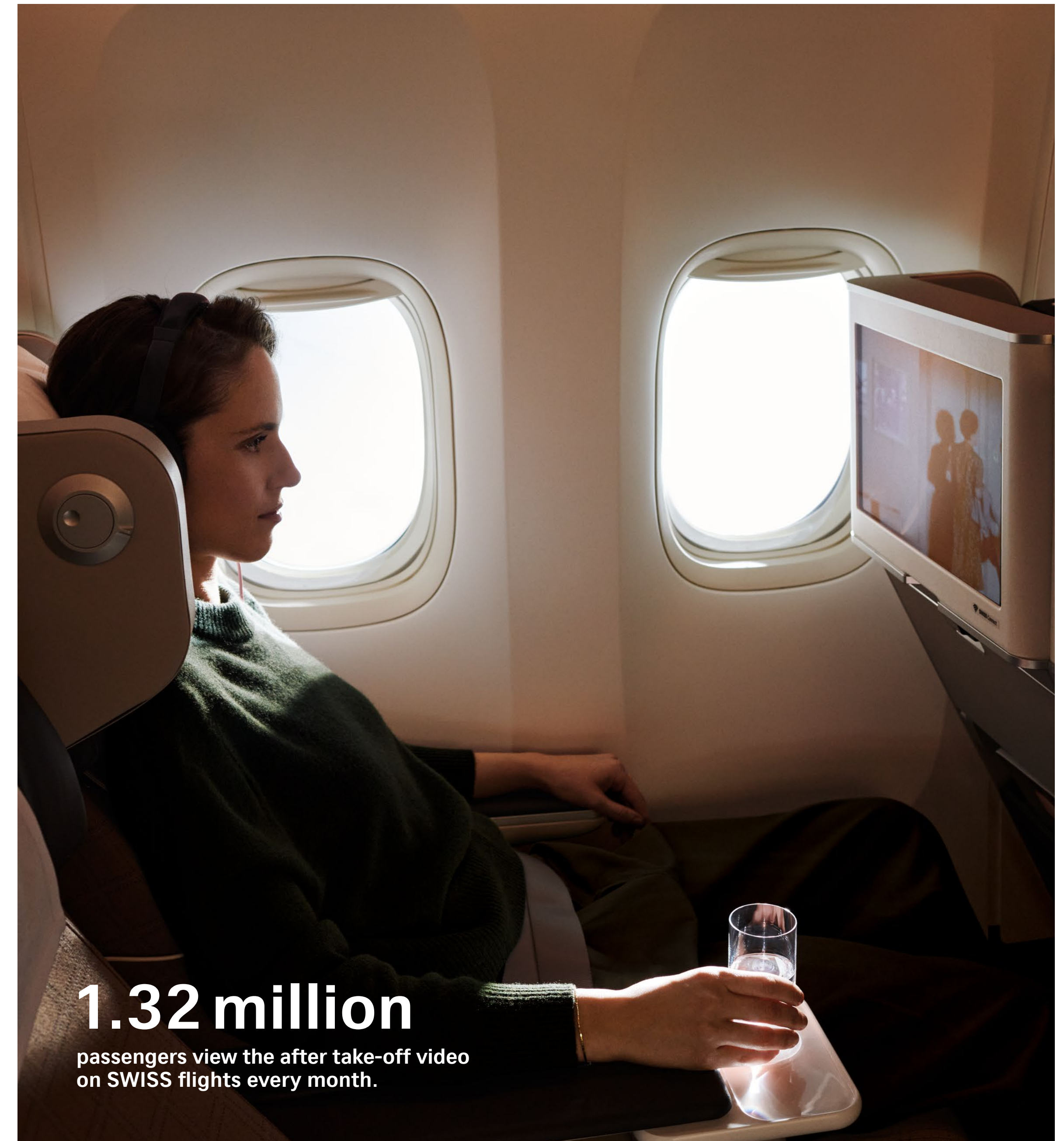
On our long-haul services, the after take-off video is always shown on all screens before we activate the inflight entertainment system, and on European flights via the cabin screens (Airbus fleet, except A220).

Advertising options

Single issue (1 month)	Fleet	Contacts	Duration	Price CHF
After take-off video with sound	Long-haul	320,000	20 sec	16,000
After take-off video without sound	Short-haul	1.32 million	20 sec	11,000

Technical details

Data file	ProRes codec or MP4 file Aspect ratio 16:9 Resolution 1920×1080px (1080p) – Spots must generally be submitted with a soundtrack, even if they will be broadcast via the cabin screens on short-haul flights. – Spots must be submitted in English or with English subtitles. – The video should be mixed down to an output level of -3.0 dB.
Submission date	4 weeks before showing



1.32 million

passengers view the after take-off video on SWISS flights every month.

Inflight entertainment pre-roll commercial

With the pre-roll commercial, your brand takes center stage before a selected array of movies across all genres*, encompassing a remarkable 30% of the SWISS video entertainment library.

- Maximum attention with a pre-roll placement in the much-used on-board entertainment program.
- Effective means of communication with passengers on all long-haul flights in all classes.

Advertising details

Fleet	Contacts	Duration	Price CHF
Long-haul	800,000 views	30 sec	40,000 / 2 months

The minimum booking period is 2 months. Rates stated do not include production costs. Specifications will be provided in an additional file.

Deadlines

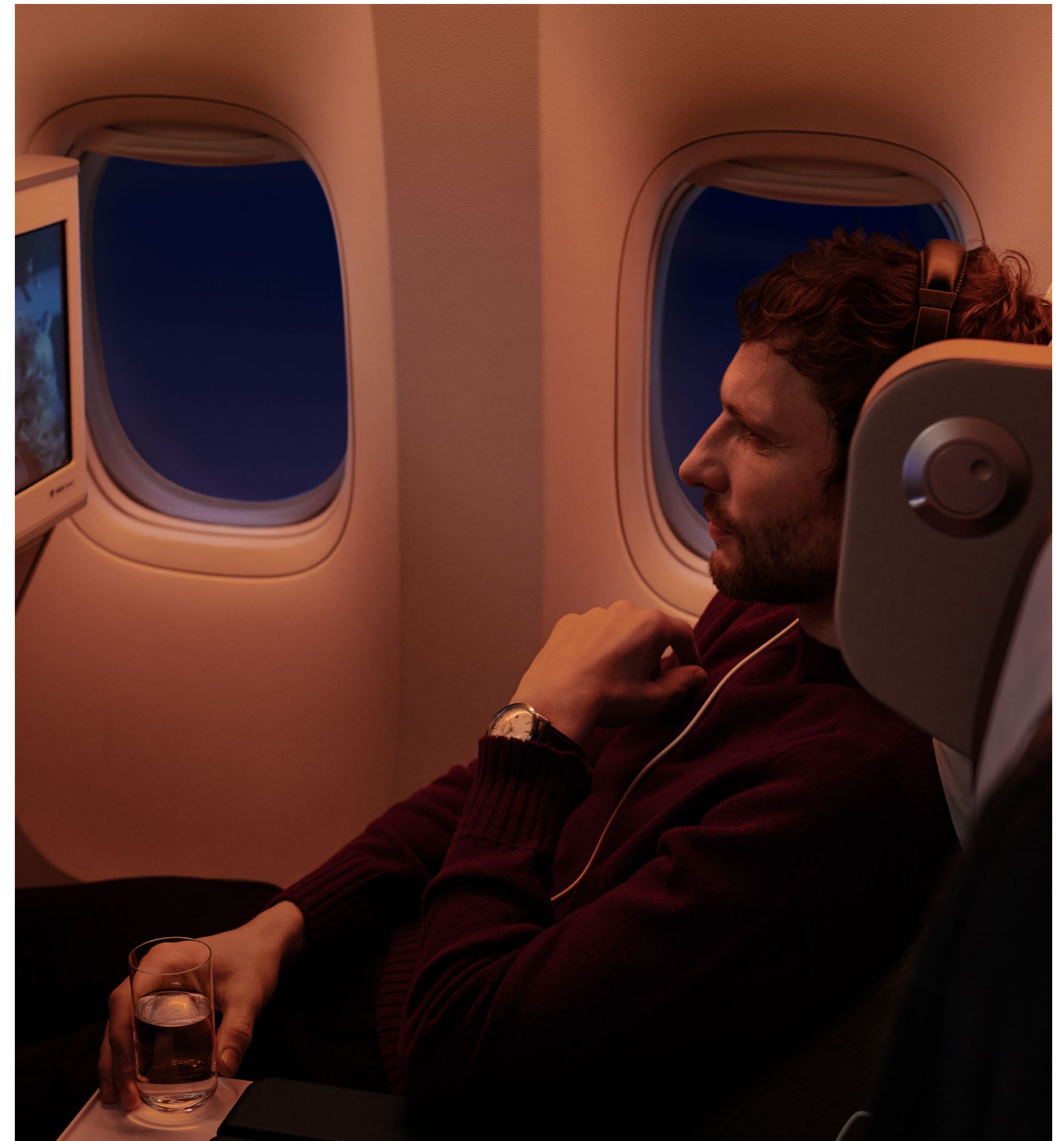
Booking confirmation	12 weeks before publication
Motif release	10 weeks before publication
Submission date	9 weeks before publication

Technical details

Data file	ProRes codec or MP4 file Aspect ratio 16:9 Resolution 1920 x 1080 px (1080p) - Spots should ideally be submitted with a soundtrack - The video should be mixed down to an output level of -3.0 dB
------------------	---

* Family and kids' content are excluded from advertising

[View the entertainment program here ↗](#)



Boarding pass

The back of the SWISS boarding pass is a great place to showcase your brand for the attention of departing travelers. Customers receive their boarding pass at the check-in counters at Zurich and Geneva airport.

Advertising options

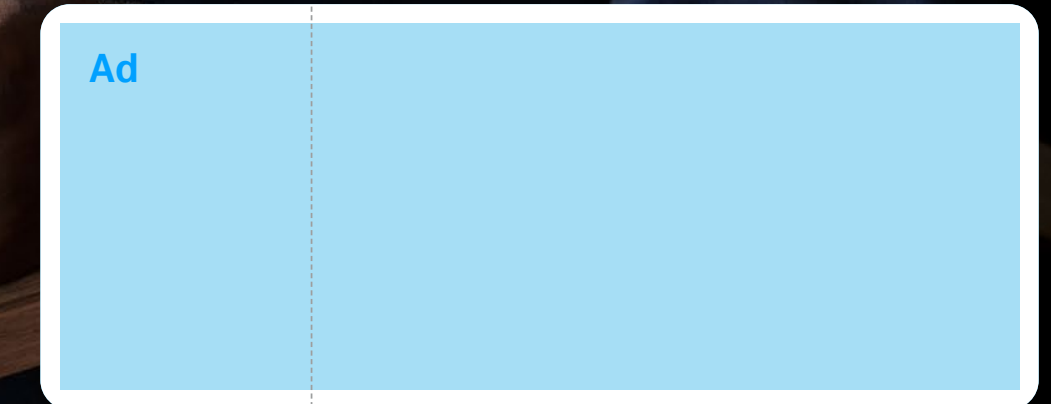
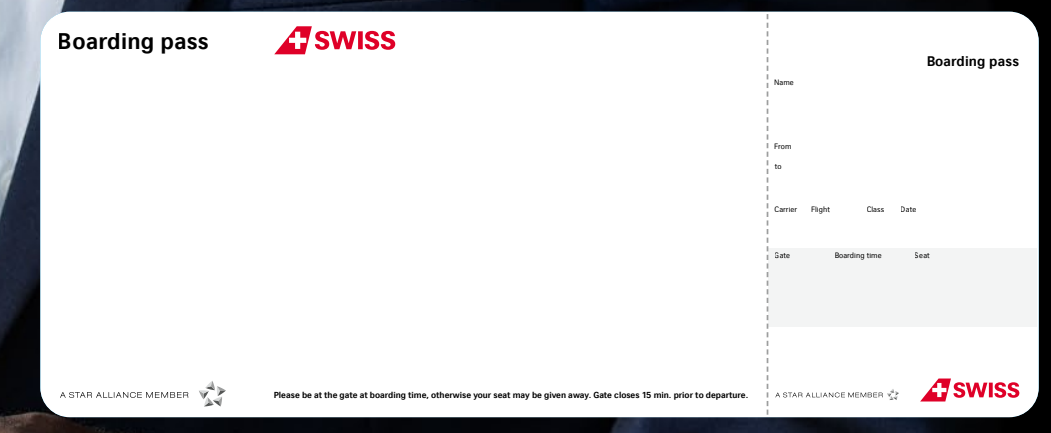
Boarding pass for flights from Switzerland (only bookable for 5 or 10 months*)

Placement	Production	Duration*	Price CHF
Advertisement on back	1,450,000	Approx. 5 months	59,700
	2,900,000	Approx. 10 months	119,000

*Due to lead production times.

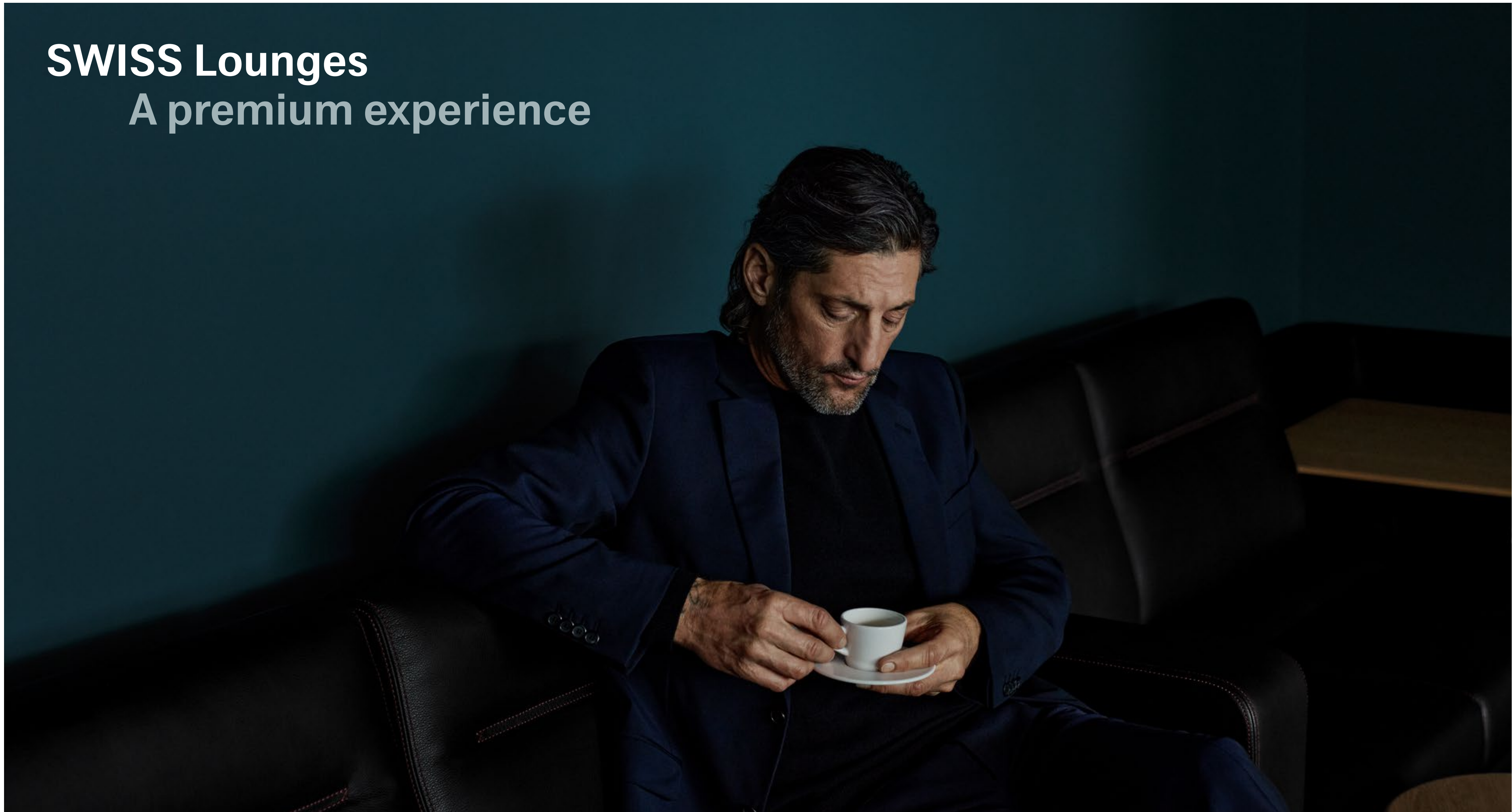
Technical details

Dimensions on back	193 × 72 mm (tear-off: 50 × 72 mm)
Printing data	EPS or high-resolution PDF
Submission date for bookings	12 weeks before publication
Submission date for printing data	10 weeks before publication



SWISS Lounges

A premium experience

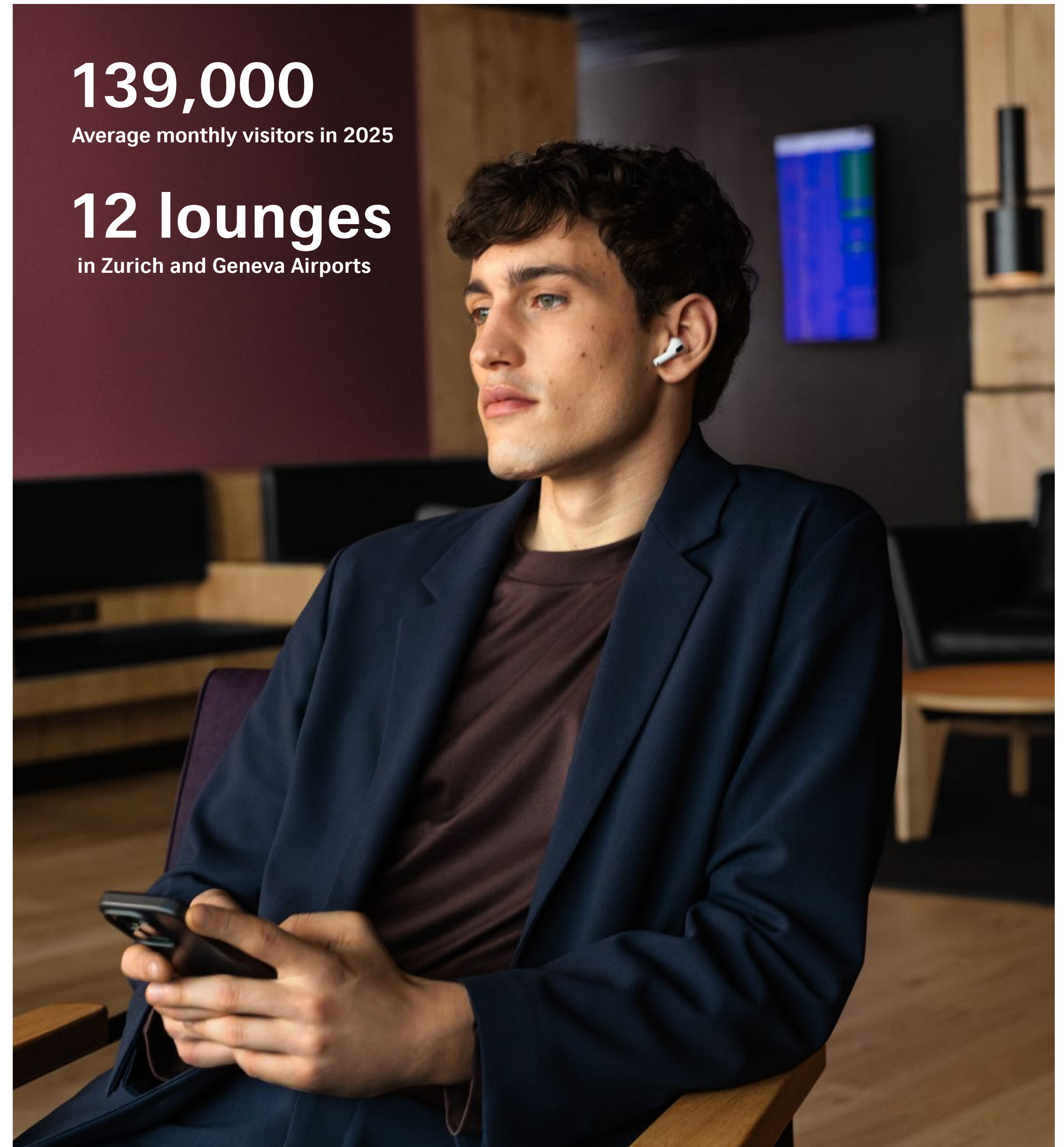


SWISS Lounges

Overview and advertising options

Whether before departure, during a transfer or on arrival, our guests enjoy the highest level of comfort in a relaxing atmosphere at the SWISS Lounges. Our lounges offer opportunities for marketing messages, exhibitions and experiences.

Lounges		Total area	Advertising options	Our guests
SWISS First Lounges	Zurich Schengen	650 m ²	Screens	<ul style="list-style-type: none"> – First Class passengers of SWISS and Lufthansa – Miles & More HON Circle members – VIP passengers
	Zurich Dock E	750 m ²	Screens	
	Geneva	213 m ²	Upon request	
Senator Lounges	Zurich Schengen	595 m ²	Screens	<ul style="list-style-type: none"> – Miles & More Senators – Star Alliance Gold members
	Zurich Non-Schengen	243 m ²	Upon request	
	Zurich Dock E	852 m ²	Exhibition, screens	
	Geneva	193 m ²	Screens	
SWISS Business Lounges	Zurich Schengen	940 m ²	Screens	<ul style="list-style-type: none"> – Business Class passengers of a Star Alliance carrier – Miles & More Frequent Travelers of a Star Alliance carrier
	Zurich Non-Schengen	274 m ²	Upon request	
	Zurich Dock E	875 m ²	Exhibition, screens	
	Geneva	438 m ²	Upon request	
Arrival Lounge	Zurich Schengen	690 m ²	Upon request	



Screens

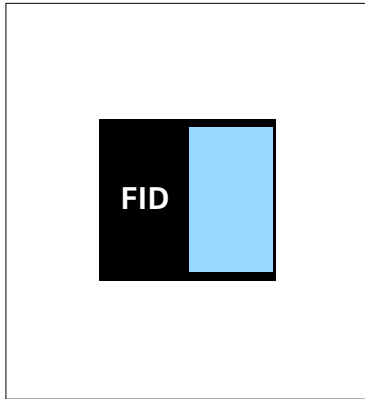
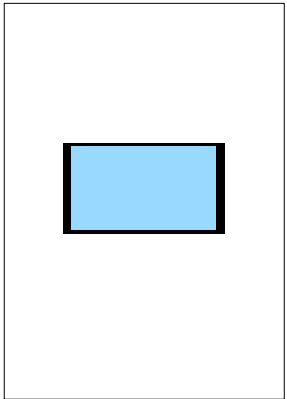
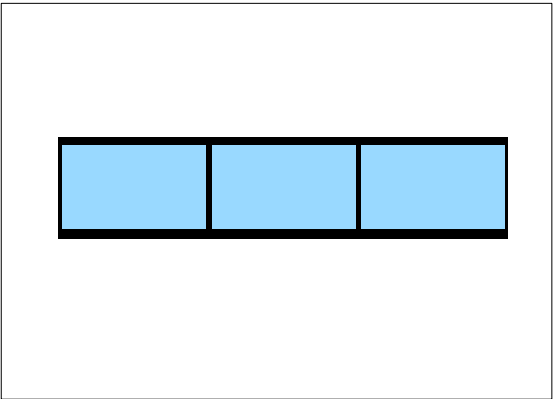
SWISS Lounges

Advertising options

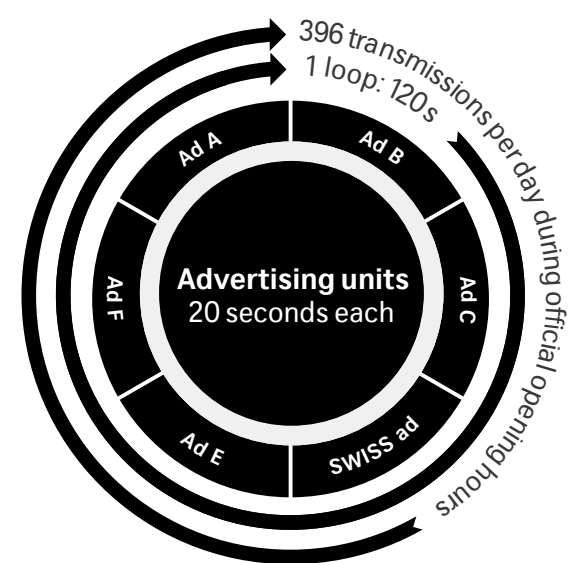
Number of screens	Duration	Price CHF*
36 full HD screens in Zurich and Geneva	1 month	23,000
34 in Zurich	1 month	21,500
2 in Geneva	1 month	2,500

* Activation and each content change: CHF 350

Screens

Type	Portrait	Landscape	Collage*
			
Format	Portrait (9:16)	Landscape (16:9)	Collage (48:9 [3 x 16:9])
Size	1080 x 1920 px	1920 x 1080 px	5760 x 1080 px (3 x 1920 x 1080)
Duration	20 sec	20 sec	20 sec

* Files for collages must be submitted separately. Content subject to SWISS approval.



Closing date for bookings: 8 weeks before publication
 Submission date: 4 weeks before publication
 Appearance starts at the beginning of a month

Transfer formats

Images	Resolution	72 dpi, RGB
	Format	JPG, PNG
Video	Frame rate	25 or 30 fps
	Bit rate	8-12 Mbit/s
	Color profile	RGB
	Codec	H.264
	Profile	Lv 4.2 advised (max.)
	Format	MP4
	Max. file size	25 MB



Contact
 Goldbach Neo
 oliver.bruehlmann@goldbachneo.com
 nicole.costa@goldbachneo.com

Exhibition areas

SWISS Lounges

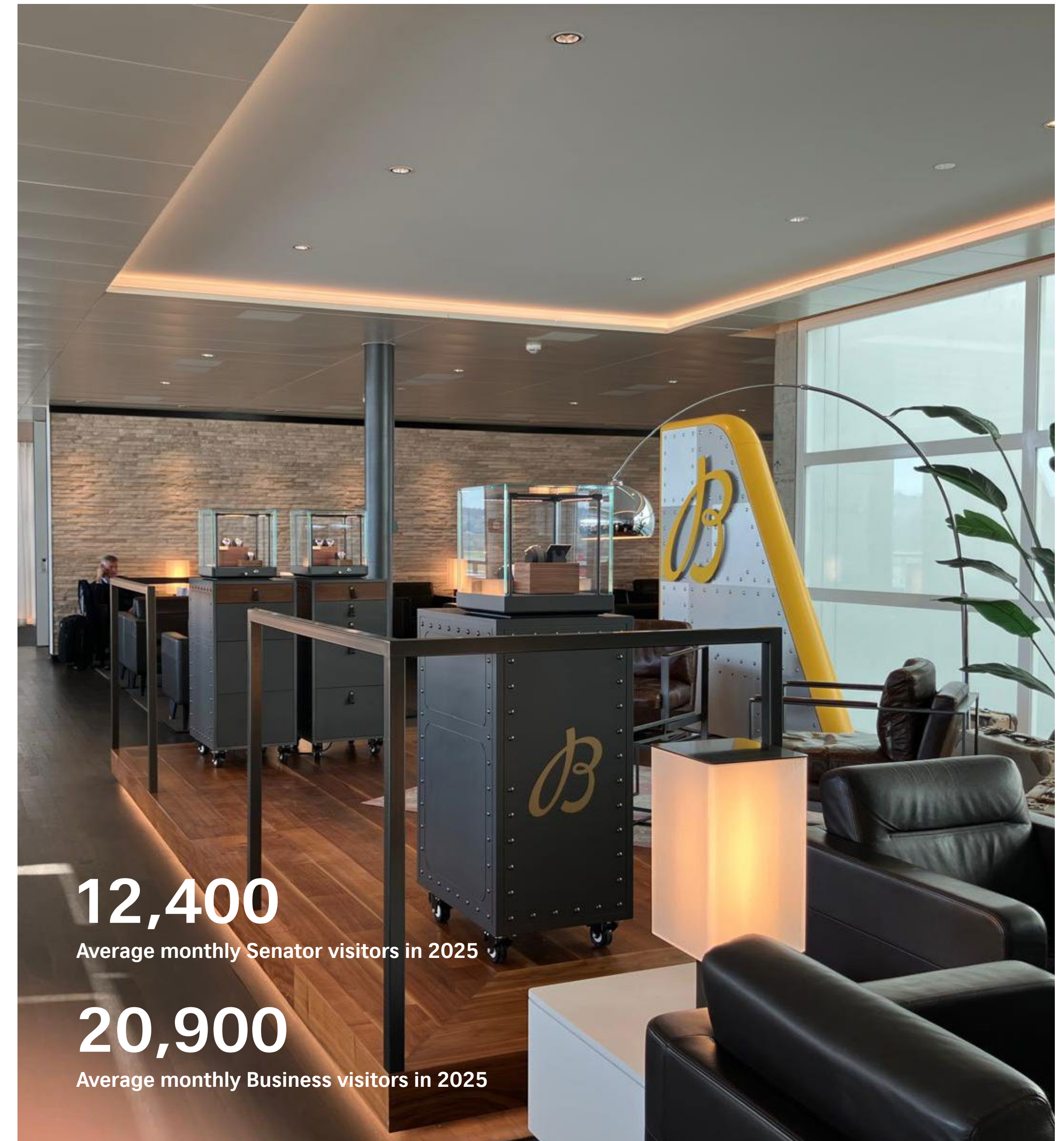
Zurich Dock E

Our lounge display areas provide an exceptional platform for you to present your products to our customers in a tangible and impactful manner. The areas can be individually designed in a close consultative process. Needless to say, all such display items must contribute to and help enrich the overall lounge experience.

Display area

Lounge	Area	Minimum duration	Price CHF
Senator	18.7m ²	1 month	26,250
SWISS Business	18.7m ²	1 month	26,250

Bookings must include both exhibition areas.



12,400

Average monthly Senator visitors in 2025

20,900

Average monthly Business visitors in 2025

Online advertising



Booking confirmation

Whether it's double-checking flight details or making travel changes, the booking confirmation and Manage my booking in the app are key touchpoints in the customer's journey. Showcase your brand here, right at the pre-flight consideration stage. This is your opportunity to capture their attention and inspire them with a relevant offer that will elevate their travel experience.

Advertising details

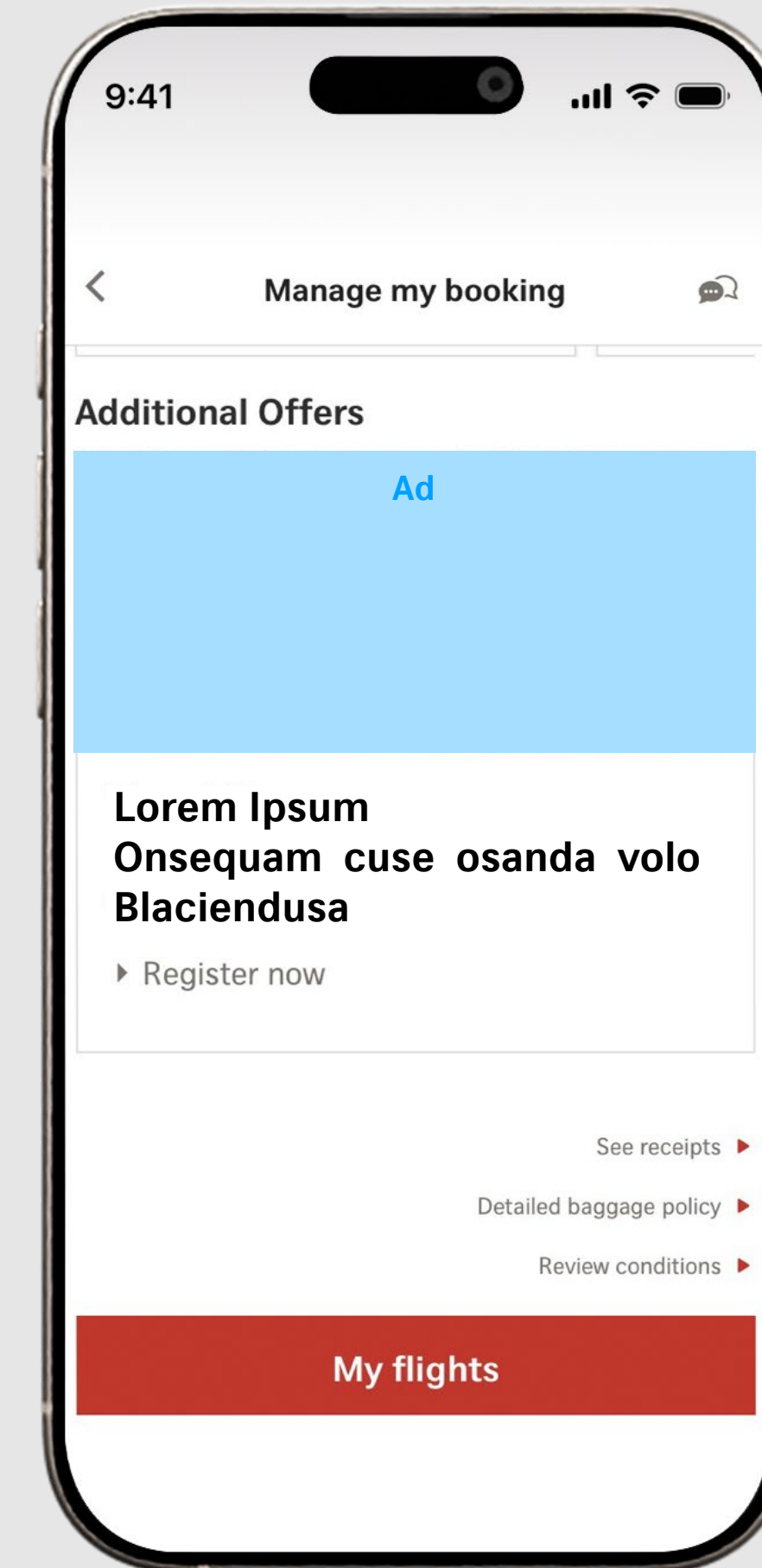
Contacts	Duration	Price CHF
100,000 views*	1 month	10,000

*Depending on the number of passengers, views may fluctuate.

Technical details

Headline	Max. 25 characters (incl. spaces)
Copy text	Max. 100 characters (incl. spaces)
CTA text	Max. 20 characters (incl. spaces)
URL	HTTPS website (optional with own UTM tracking)
Format	JPG, PNG or GIF (only static images/no animation)
Image or logo	Compulsory: 450 × 200 px, 390 × 150 px Dimensions (optional: 375 × 150 px, 428 × 150 px)
Language	English, German (optional: Italian, French)

Booking confirmation	4 weeks before publication
Submission date	3 weeks before publication



Check-in confirmation

As their journey approaches, customers finalize the check-in process and receive their confirmation – an ideal moment to present exclusive, last-minute offers or services tailored to enhance their trip.

Advertising details

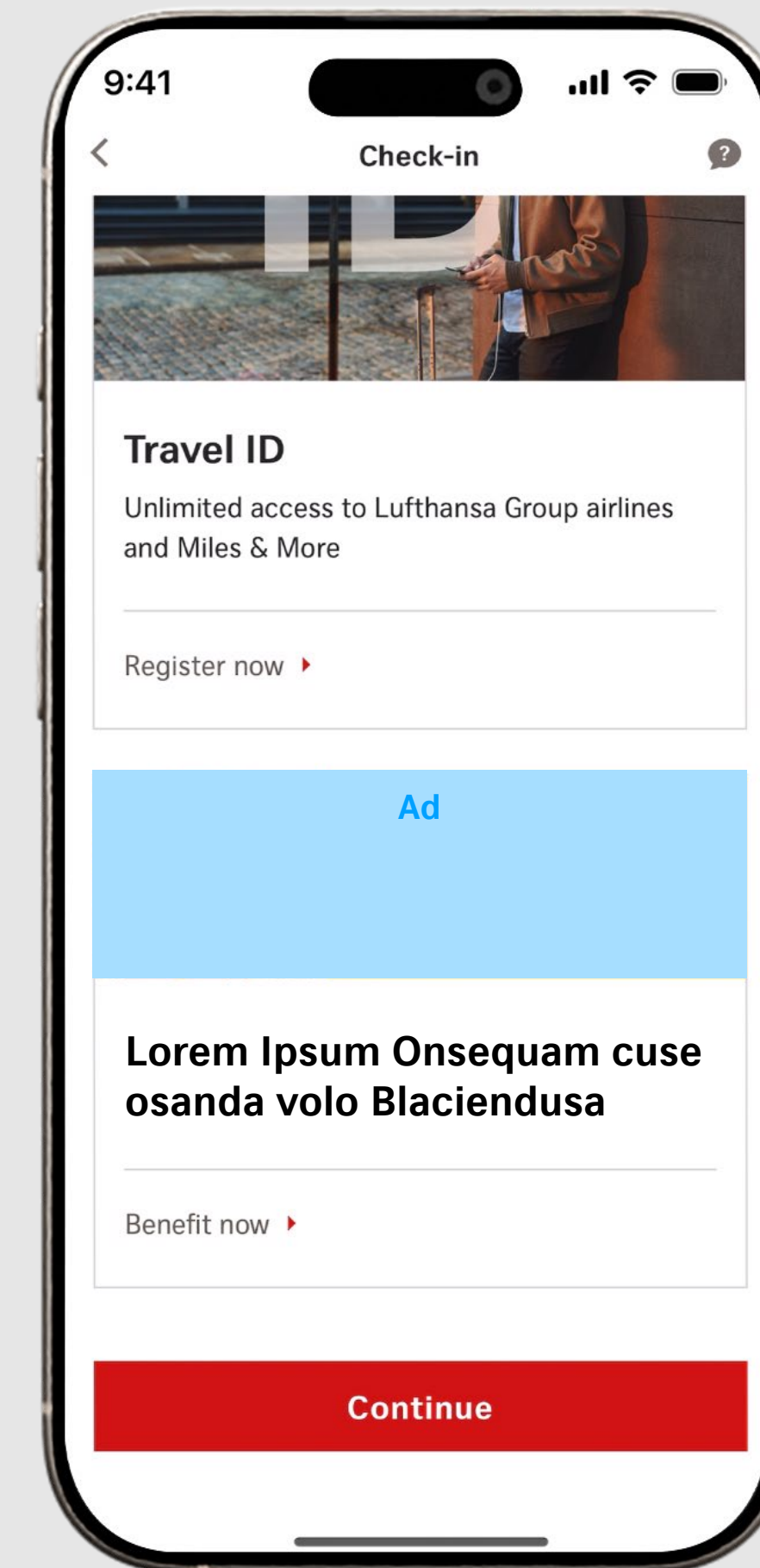
Contacts	Duration	Price CHF
420,000 views*	1 month	15,000

*Depending on the number of passengers, views may fluctuate.

Technical details

Headline	Max. 48 characters (incl. spaces)
Sub-headline (optional)	Max. 68 characters (incl. spaces)
Caption text (optional)	Max. 110 characters (incl. spaces)
CTA text	Max. 24 characters (incl. spaces)
URL	HTTPS website (optional with own UTM tracking)
Format	JPG, PNG or GIF (only static images/no animation/no font size smaller than 36pt, banner size max. 200 kb)
Image	1200 × 742 px
Language	Either 4 languages (English, Italian, French, German) or English only

Booking confirmation	4 weeks before publication
Submission date	3 weeks before publication



SWISS Connect

Long-haul

Long-haul passengers can stay connected at all times while above the clouds, and our SWISS Connect platform offers a unique advertising opportunity for your brand. Not only will travelers see your banner, but they can also access your website directly on board, creating an engaging experience that connects them to your offers in real time.

Advertising details

Users/month	Duration	Price CHF
330,000 views*	1 month	16,700

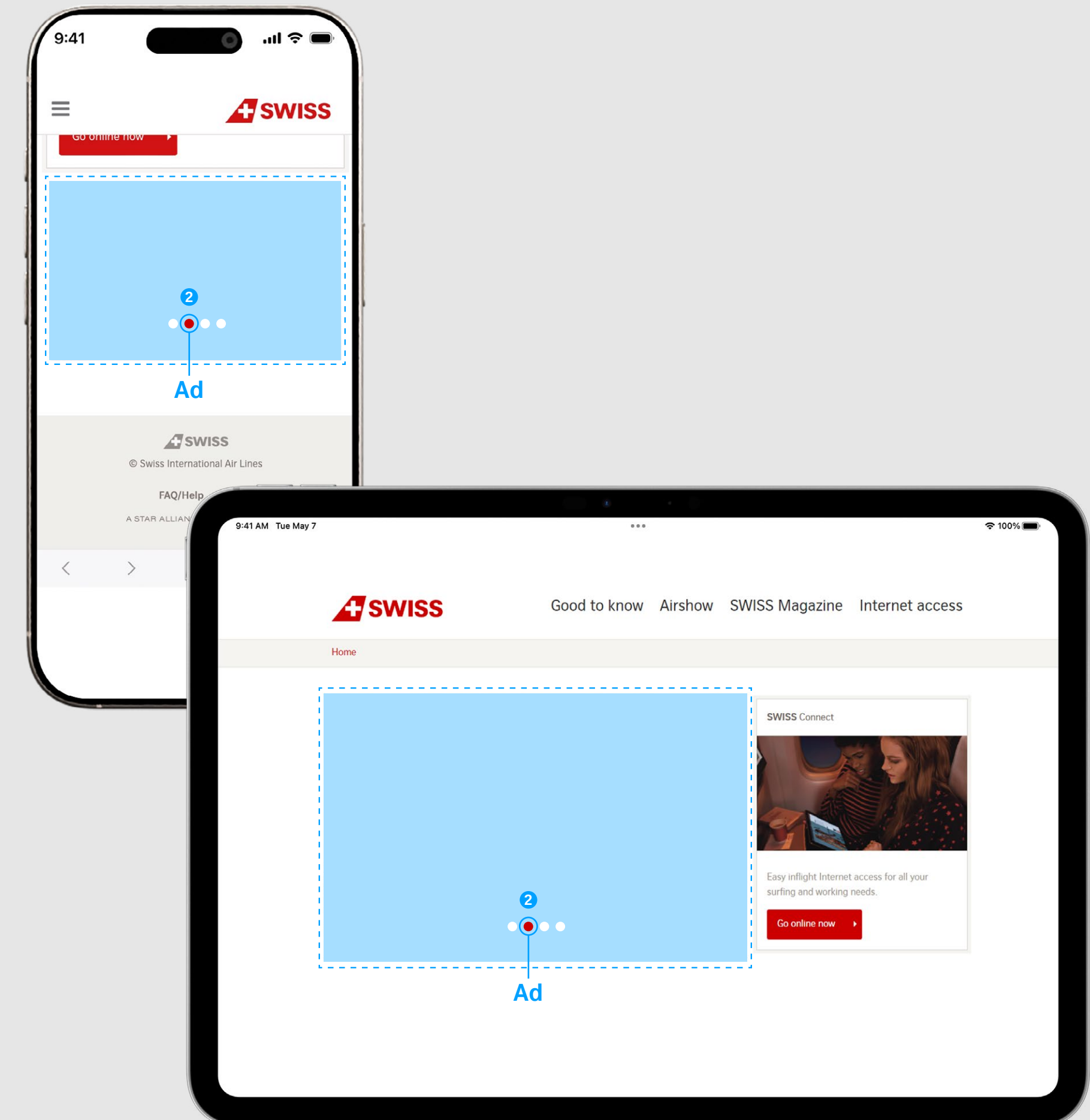
*Depending on the number of passengers, views may fluctuate.

Technical details

Format	JPEG or PNG
Image	675 × 450 px (max. 2 MB)
Language	English
Whitelisting	HTTPS website and all website dependencies

Booking confirmation	8 weeks before publication
Submission date	6 weeks before publication

[Find out more about SWISS Connect here ↗](#)



Data-based banner ads

Standard ad bundle

Reach a SWISS and/or Lufthansa Group audience tailored to your needs with data-based banner ads. The data used for targeted, comprehensive display of banner ads is based on the interests and search behavior of visitors to swiss.com. With cookie-based targeting, your advertising message reaches your target groups on third-party websites with accuracy and without waste.

- Directly reach relevant users through intelligent

- data targeting
- Flexibility in the duration and timing of the campaign
- Guaranteed and predictable net reach
- Reporting after completion of the campaign

Targeting parameters

Data base	Price CHF / CPM
General travel interest	25
Travel intent	30
Booking a flight	35

Other parameters	Price CHF / CPM
First/Business Class	+ 15
Origin/destination	+ 5
Departure dates	+ 5
Travel time	+ 5
Geo-/language targeting	+ 5

General information

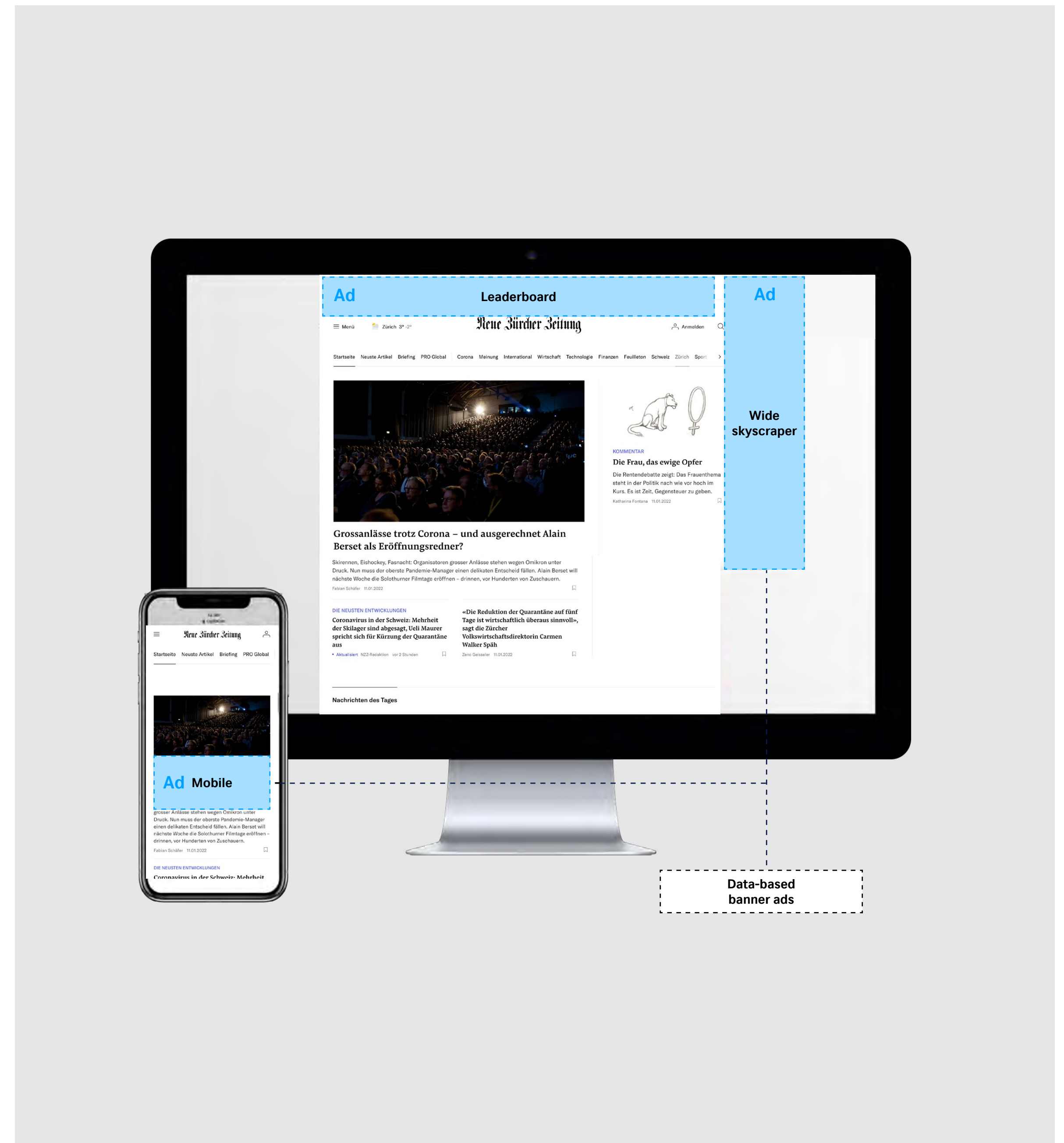
Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication

Technical data

Display formats	Mobile formats
Wide skyscraper 300 × 600 px	320 × 50 px
Medium rectangle 300 × 250 px	300 × 50 px
Leaderboard 728 × 90 px	320 × 75 px

Formats

File format	JPG, GIF (max. 30 sec)
Max. file size	150 KB



Data-based banner ads

Premium ad bundle

Increase the visibility and success of your advertising campaigns with our premium ad bundle. Reach your target groups across all digital formats with prominent, data-based banner ads. The data used for targeted, comprehensive display of banner ads is based on the interests and search behavior of visitors to swiss.com. Cookie-based targeting ensures your advertising message is displayed in a customized manner on third-party

websites and reaches your target groups with pinpoint accuracy and without waste.

- Directly reach relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Guaranteed and predictable net reach
- Premium placement ideal for brand campaigns

Targeting parameters

Data base	Price CHF / CPM
General travel interest	45
Travel intent	50
Booking a flight	55

Other parameters	Price CHF / CPM
First/Business Class	+ 15
Origin/destination	+ 5
Departure dates	+ 5
Travel time	+ 5
Geo-/language targeting	+ 5

General information

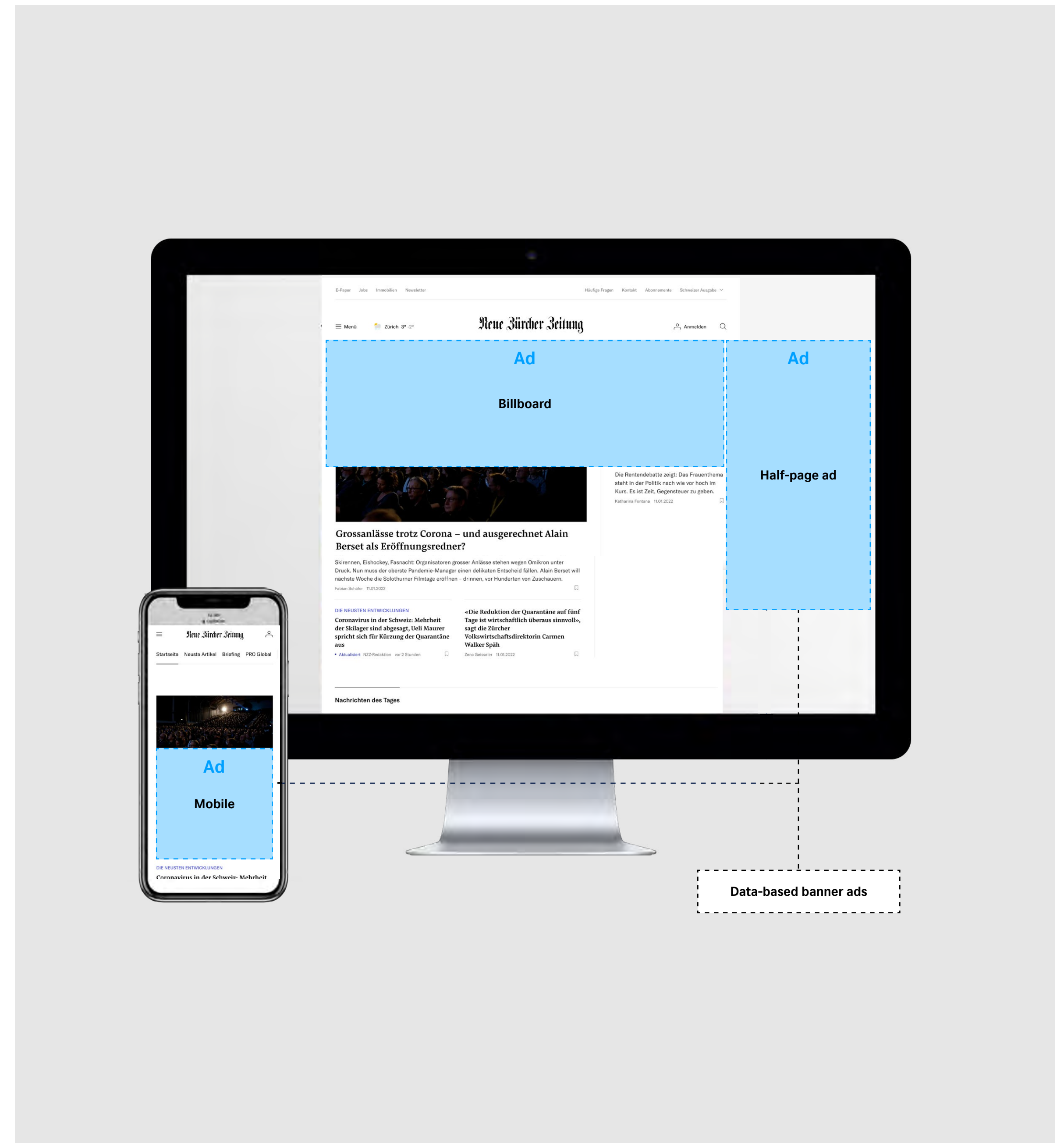
Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication

Technical data

Display formats	Mobile formats
Half-page ad 300 × 600 px	320 × 100 px
Billboard 800 × 250 and 970 × 250 px	300 × 480 px

Formats

File format	JPG, GIF (max. 30 sec)
Max. file size	150 KB



Data-based banner ads

Facebook/Instagram ads

Increase the visibility and performance of your campaigns on Meta platforms. Your message appears directly above your brand's Facebook and Instagram page – precisely targeted according to the interests and behavior of swiss.com visitors, with maximum relevance and minimal waste, using data-based strategies optimally tailored to your target group.

The result: greater visibility, measurable success and an efficiently managed advertising budget.

- Targeted communication via Meta platforms

Your advantages

- Flexible duration and start date
- Adjustment at any time (e.g. if the target group changes)
- Guaranteed and predictable net reach
- Detailed reporting after completion

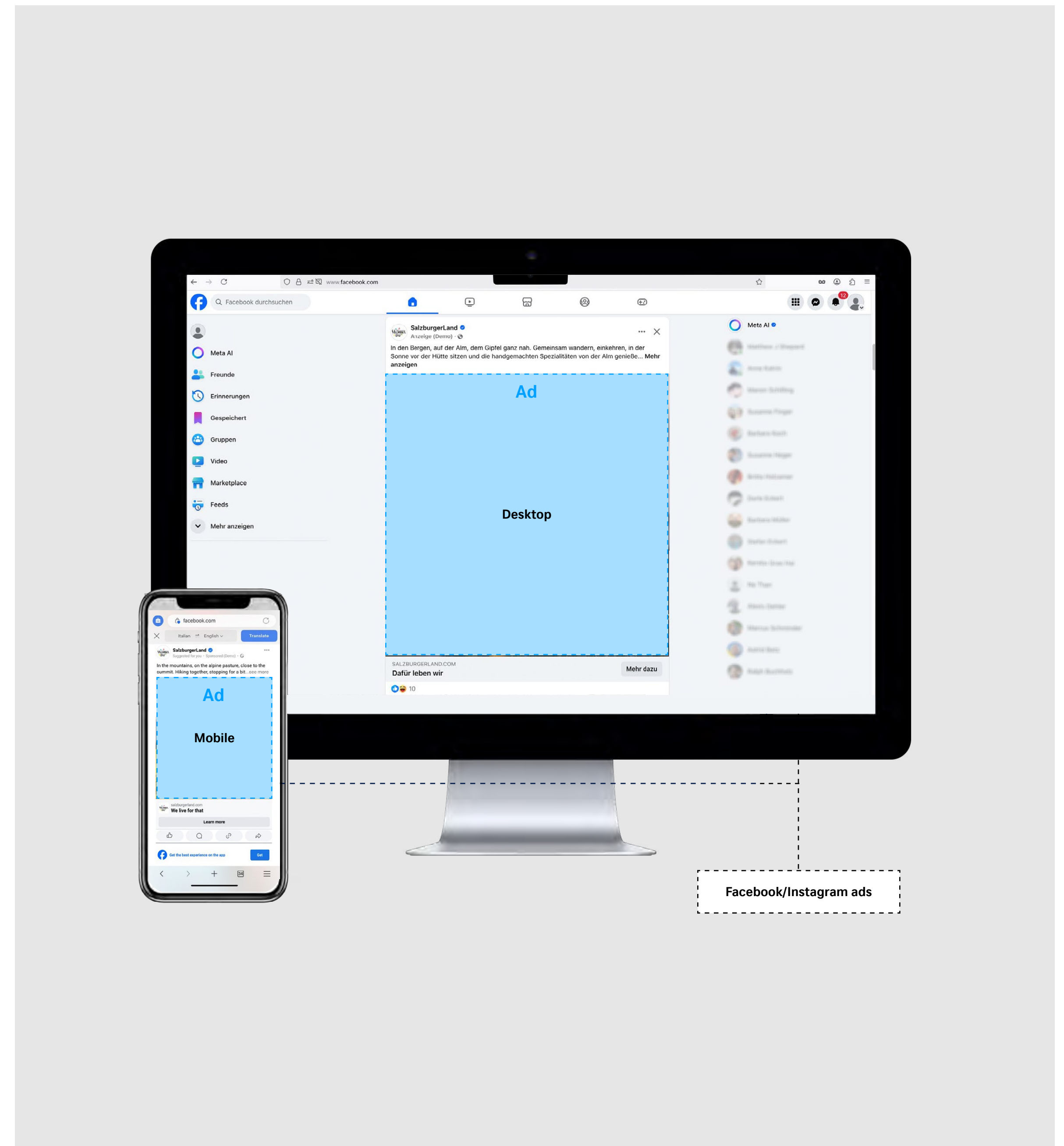
Targeting parameters

Data base	Price CHF / CPM
General travel interest	50
Travel intent	55
Booking a flight	60

Other parameters	Price CHF / CPM
First/Business Class	+ 15
Origin/destination	+ 5
Departure dates	+ 5
Travel time	+ 5
Geo-/language targeting	+ 5

General information

Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication
Technical data	Upon request



Data-based video ads

Video advertising

Reach your target audience effectively by utilizing video ads across multiple digital platforms. With our cutting-edge targeting approach, your video ads will be strategically displayed on third-party websites and/or YouTube, capturing the attention of your target groups. We tap into

the interests and search behavior of visitors to swiss.com via cookie-based targeting. This ensures precise delivery to your desired audience without waste. Engage your audience across digital platforms, expand your brand's reach and achieve your marketing goals with data-based video ads.

Targeting parameters

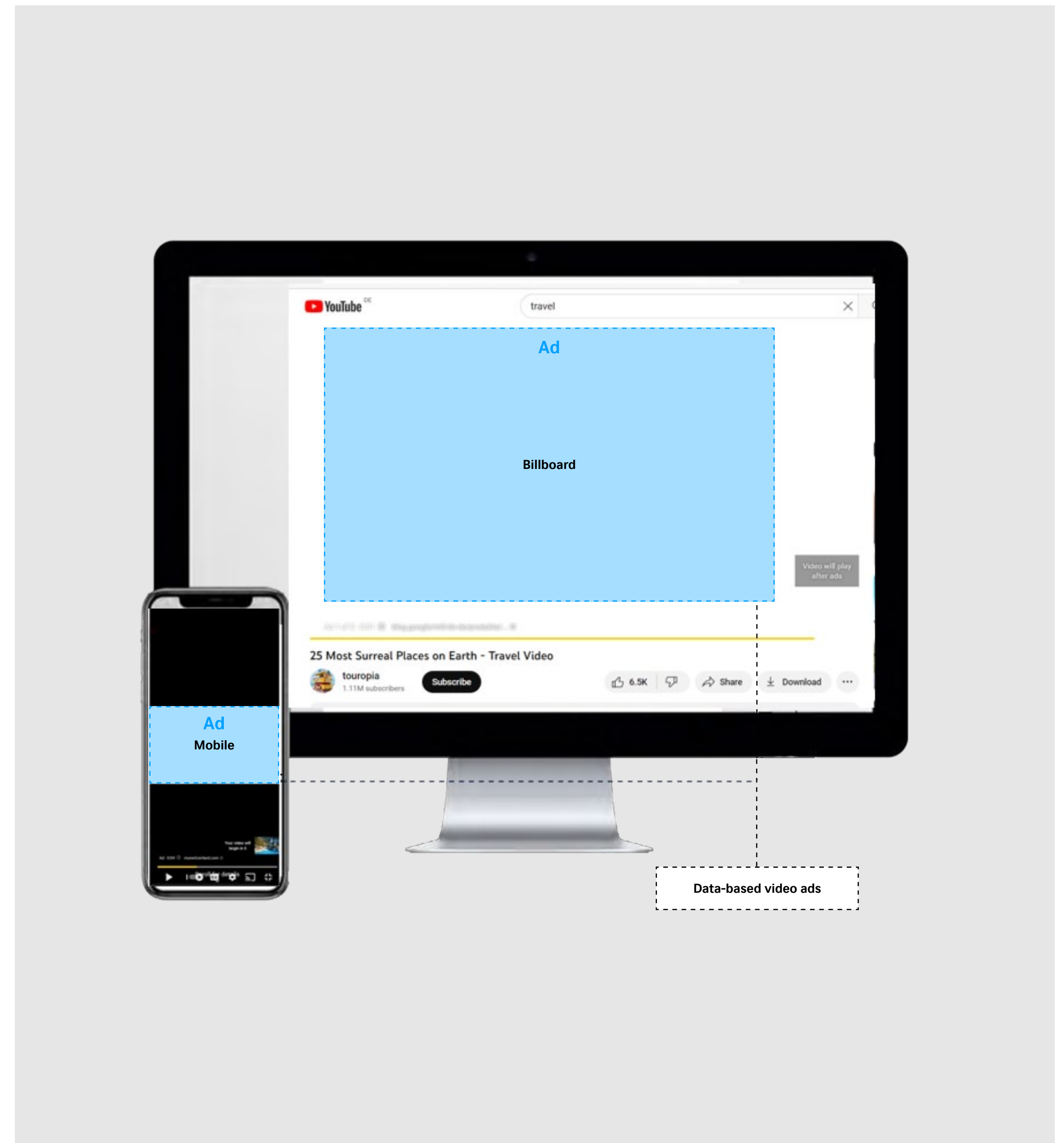
Data base	Price CHF / CPM	Other parameters	Price CHF / CPM
General travel interest	50	First/Business Class	+ 15
Travel intent	55	Origin/destination	+ 5
Booking a flight	60	Departure dates	+ 5
		Travel time	+ 5
		Geo-/language targeting	+ 5

General information

Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication

Technical data

Display formats	Length	Format
YouTube video ads	15–30 sec	16:9
General video ads	15–30 sec	16:9 and 4:5



Terms and conditions

1. Scope

The terms and conditions contained in these “Media Guide Terms and Conditions” (the “Media Guide TC”) together with the advertising offer by SWISS (the “Offer”) and SWISS’s “General Terms and Conditions for the Purchase of Goods and Services” (the “GTC”) (together, the “Contract”) are agreed between Swiss International Air Lines Ltd. (“SWISS”) and the contracting person (the “Client”) indicated in the Offer. The Contract governs, among other things, the execution of the advertising order placed by the Client (the “Order”).

2. Conclusion of the Contract/Order of precedence

Any Offer by SWISS is made without obligation; in particular, SWISS is not obliged to enter into a contract with the Client. The Contract shall only come into effect once SWISS has confirmed the Client’s Order in writing (including email). Orders placed by the Client verbally, by telephone and electronically, and confirmed in writing (including email) by SWISS are deemed to be agreed upon to the extent that the Client does not object in writing (including email) within 24 hours of receipt of the booking confirmation (also called order confirmation; the “Booking Confirmation”).

In case of discrepancies, the order of precedence between the documents comprising the Contract is the following (those higher in the list prevailing): (i) the Offer, (ii) these Media Guide TC and (iii) the GTC in force at the time SWISS confirms the Order. Application of the Client’s general terms and conditions is hereby explicitly rejected, unless SWISS has explicitly agreed to their validity in writing. This shall also apply if SWISS accepts an Order without reservation despite being aware of conflict-ing terms and conditions.

3. Orders from agencies

Orders from advertising agencies will only be accepted by SWISS if the advertising agency provides the name and full address of its client. It is at SWISS’s discretion whether to accept the order or not. Provided the relevant advertising agency can offer proof of corresponding services, such advertising agency shall receive an agency fee from SWISS equal to 10% of the net order value, i.e. of the net invoiced sum excluding VAT, after deduction of discounts. The agency fee shall be recalculated if the value of an Order and/or a discount change due to an addition or cancellation. For the avoidance of doubt, unless agreed otherwise, the Contract will be concluded between SWISS and the advertising agency.

4. Lead times, print deadlines

The lead times specified in this “Media Guide” (e.g. subject approval, delivery date) serve as guidelines. Actual deadlines may vary from these guidelines. The times and deadlines stated in the Booking Confirmation are authoritative. If a deadline indicated in the Booking Confirmation varies from the lead times specified in this Media Guide and the Client does not agree to this, the Client has the right of withdrawal. The Client must declare the withdrawal in writing (including email) within five working days of receipt of the Booking Confirmation.

5. Cancellation of Orders by the Client

The Client may cancel an Order in writing (including email) prior to the booking deadline. Postponements until subsequent periods are deemed to be equivalent to cancellations. In the case of cancellation by the Client, the Client shall pay the following cancellation costs; the gradation of these costs is governed by the booking deadline indicated in the Booking Confirmation for the medium in question: (i) If SWISS receives the cancellation at least four weeks before the booking deadline, 50% of the order value. (ii) If SWISS receives the cancellation less than four weeks before the booking deadline, 70% of the order value. (iii) If SWISS receives the cancellation after the booking deadline, 100% of the order value. The Client has the right to present proof that the costs asserted by SWISS were not incurred or were incurred in a significantly smaller amount. In case of partial cancellation by the Cli-

ent, any contract discounts which may have been granted for the remaining Order will be recalculated according to the price list set out in this Media Guide (the “Price List”) in effect as of the time of cancellation.

6. Rejection of advertising Orders and rescission of Contract/change requests

SWISS reserves the right to reject Orders as well as individual Orders within a framework agreement (or rescind the Contract if the relevant Orders have already been confirmed) if (i) they violate the law or official regulations, (ii) they violate third-party rights, (iii) they are contrary to public policy or (iv) their publication is unacceptable to SWISS, especially if SWISS’s reputation may be damaged as a result or if competitive products are advertised. The Client shall be informed by SWISS of such a rejection/rescission without undue delay. In such a case, the Client shall not be obliged to pay for the advertising services ordered, but must pay cancellation costs in accordance with section 5 of these Media Guide TC if the Client is responsible for SWISS’s rejection/rescission; any further claims of the Client shall be excluded. If the booked advertising services are rendered by SWISS despite giving notice of rejection/rescission, the Client shall be obliged to pay for the advertising services as originally agreed.

The Client shall also bear the costs of any changes requested by the Client, as well as the costs of any significant changes to the originally agreed execution for which the Client is responsible.

7. Prices

All prices are exclusive of any value added tax (VAT), withholding tax, import turnover tax, sales or turnover taxes. The Client shall pay any and all applicable value added, sales and use due under or in connection with the Contract. In the event that the Client is obliged by law to withhold any taxes, fees or duties, the Client shall pay such additional amounts as are required to ensure that the net amount received by SWISS, i.e. the amount after deduction or withholding of any such taxes, fees or duties, is equal to the amounts payable by the Client to SWISS had no such deduction or withholding been required.

8. Basic price of inflight entertainment

The basic price of inflight entertainment shall constitute the fee for broadcasting the television commercial and does not include any production costs or other costs. Such costs will be invoiced by SWISS as soon as they are incurred (e.g. due to the nature of the provided advertisement material) and shall in all cases be borne by the Client. The prices quoted in the Price List are based on the specified length in seconds.

9. Placement/complaints

SWISS explicitly reserves the right to make changes at short notice (e.g. by changing to a different time or by changing the placement). The Client shall be informed by SWISS beforehand where possible. Proofs and logs shall only be supplied if explicitly requested before the booking period. The booked advertising spots shall be placed by SWISS within the agreed price group, subject to changes in accordance with section 11 of these Media Guide TC. Price groups are shown in the valid SWISS program structure applicable when the Order is confirmed. If an advertising spot cannot be broadcast on schedule due to technical faults, acts of God or other circumstances beyond SWISS’s control, it shall be moved to a reasonable alternative slot; any claims of the Client are excluded. In the event of major shifts, the Client shall be informed accordingly by SWISS without undue delay.

10. Defects

The Client shall notify SWISS of any defect of the advertising services within one month of receiving the invoice or, in case of hidden defects, within one month after

such hidden defects came to light. Should the Client fail to do so, acceptance is assumed. For non-material defects/deviations, no claims can be made by the Client. For all claims based on defects, the period of limitation shall be one year beginning with the publishing of the respective advertisement material.

11. Changes in price

The Price List may be changed by SWISS at any time. However, changes in price shall only be effective for Orders which have been agreed and confirmed if the changes have been notified by SWISS to the relevant Client at least one month before coming into force. The Client shall be entitled to rescind the Order/Contract if prices rise. This right of rescission shall be exercised by the Client in writing (including email) within five working days of receiving SWISS’s notification.

12. Terms of payment/set-off

Unless agreed otherwise, the Orders will be invoiced at the end of the advertising services, and invoices will be transmitted to the Client electronically and shall be settled by the Client within the payment deadline stipulated on the invoice. Payment shall be exclusively remitted to the account(s) specified by SWISS in the invoice. Bank charges shall be borne by the Client. SWISS explicitly reserves the right to claim further damages based on default. SWISS shall be entitled to rescind the Contract in accordance with applicable law if the Client is in default. If the Client is in default, it is liable for damages caused by late performance. The right to set-off is limited to undisputed claims or claims affirmed by legally binding judgements.

13. Printing documents/broadcast material

All advertising media shall be approved by SWISS. Unless agreed otherwise, the Client shall obtain SWISS’s approval of the corresponding advertising media in accordance with the dates stipulated in the Booking Confirmation prior to the deadline for the submission of documents for printing. The Client shall inform SWISS in writing (including email) without delay should any circumstances preventing compliance with the stipulated deadline arise or become known. The Client shall be responsible for ensuring punctual delivery. A master shall be supplied for each advertising medium if several advertisements are to be published with the same motif. The Client shall make the material required for broadcasting the advertising spots for movies or TV series available to SWISS prior to broadcasting in accordance with the dates stipulated in the Booking Confirmation. The agreed broadcasting time shall be invoiced if spots are not broadcast or are broadcast incorrectly because documents, text or copies have not been provided in good time or are defective. The Client shall not be entitled to claim damages in such a case. The risk when sending (e.g. by email) or making documents and material for broadcasting available to SWISS (e.g. in the cloud) shall rest with the Client.

14. Quantities/residual stocks

Quantities for advertising media (e.g. refreshing tissues, boarding passes) may vary due to fluctuations in the number of passengers and cannot be limited in terms of time; surplus quantities shall be distributed.

15. Responsibility of the client in terms of media, competition and copyright law/indemnification

The Client shall bear sole responsibility for the advertising spot and its content (including its compliance with law, in particular with media and competition law). If SWISS’s advertising services are impaired by third-party rights or violation of law, the Client is obliged to dispel the infringement of third-party rights or the violation of law. Until then, SWISS may suspend and hold back its advertising services and especially not publish or stop publishing advertisements and recall print media. If the Client does not remedy the infringement within a reasonable grace period set by SWISS, SWISS is entitled to rescind the Contract. Section 6 of these Media Guide TC applies accordingly.

In addition, the Client shall indemnify and hold harmless SWISS from and against any costs, liabilities, losses, damages and expenses (including attorney’s fees) suffered or incurred by SWISS as a result of any infringement of third-party rights or violation of law by the Client’s content. SWISS will inform the Client without undue delay if such third-party claims are brought forward and will not settle or acknowledge such claims without the Client’s consent, which shall not be unreasonably withheld.

16. Liability

SWISS is not liable for any indirect damage, consequential damage or loss of profit suffered or incurred by the Client. SWISS’s total liability is limited to the net Order value. SWISS’s liability shall not be excluded or limited in the event of gross negligence or willful misconduct and for any liability that cannot be excluded or limited under applicable law. SWISS is not liable if the provision of the advertising services is temporarily interrupted, is wholly or partially restricted, or is rendered impossible due to force majeure. Force majeure is deemed to include power outages and malware, e.g. virus attack in particular. Under no circumstance is SWISS responsible for misuse by third parties (e.g. hackers, senders of computer viruses), for security flaws in telecommunication networks and online, or for the costs of any support services provided by the Client or by third parties commissioned by the Client.

17. Integrity

The Client shall comply with the applicable anti-corruption law. The Client shall ensure not to offer, promise or provide employees of SWISS or any of the Client’s related persons any unlawful advantages. The same applies for employees of the Client as well as employees of the Client’s agents and third parties acting on the Client’s behalf. If SWISS realizes that the Client does not observe one of the above-mentioned standards, SWISS reserves the right to rescind the Contract. Section 6 of these Media Guide TC applies accordingly. In addition, section 15 of the GTC applies.

18. Confidentiality

All information (including personal data) in connection with an Order or the Contract, regardless of form (written, oral, other), shall be kept confidential by the parties even if it is not marked as confidential. Section 13 of the GTC applies.

19. Miscellaneous

Any modification or amendment to the Contract must be confirmed by SWISS in writing (including email). If any provision, or portion of provision, contained in the Contract is invalid or unenforceable, the remaining provisions, or the remaining portion of such provision, shall remain in full force and effect. Instead of the invalid provision, a rule shall apply that achieves as closely as possible the intention of the parties in drafting the invalid provision. In addition, section 16 of the GTC applies.

20. Applicable law and place of jurisdiction

Swiss law governs the Contract, to the exclusion of conflict of law principles and the UN Convention on Contracts for the International Sale of Goods (CISG). Any dispute arising out of the subject matter of the Contract shall exclusively be referred to the courts competent for the city of Bülach, Switzerland.

Contact

For booking or other inquiries,
please contact us at:

ambientmedia@swiss.com

We look forward to working with you.
SWISS Ambient Media Team

Swiss International Air Lines Ltd.
Ambient Media
CH-8058 Zurich Airport
ambientmedia@swiss.com